

GRAPHIC DESIGN PROJECT III

Degree in Graphical Design

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Code: 11217

Main Scientific Area: Communication Design

Lecturer: Nuno Duarte Martins

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 90h Total Workload: 150h

ECTS: 9,0

Objectives

In the course unit of Project III will be developed Communication Design projects in the areas of Packaging and Branding. In this discipline will be applied the own methodologies of the work in atelier, with a strong practical component and in a scenario close to the reality of the market. Critical analysis will be stimulated on the theoretical knowledge acquired by the student throughout his academic training. It is intended that there be a permanent concern in transforming this knowledge into objective and market-based solutions. It will seek to equip the student with skills in the management and execution of projects, seeking to instill a growing proactive attitude.

Learning Outcomes

At the conclusion of the course, the student should be able to:

1. Know and apply the formal and theoretical foundations of the language of Communication Design, namely in the areas of Packaging and Branding.
2. To master the problems associated with the design of solutions for three-dimensional supports.
3. To deepen professional specialization.
4. Apply methodologies and techniques related to the creation, structuring of brands.
5. To deepen the capacity of argumentation and conceptual foundation in all the phases of a project.

Course Contents

Part 1: Packaging

- 1.1. Identification of market sectors, aspirations of the target audience and modes of purchase
- 1.2. Life cycle: production, distribution, point-of-sale disposal and environmental impact
- 1.3. Choice of materials and cost control

1.4. Ergonomic evaluation

1.5. Research of concepts, selection and evaluation

1.6. Development of two-dimensional and three-dimensional parts

Part 2: Creating and Managing a Brand (Branding)

2.1. Introduction to the Brand concept

2.2. Program of needs for the development of a Brand: organizational, communicational, economic, technical and social

2.3. Brand Development

2.3.1. Visual identity system

2.3.2. Development of a communication piece

Recommended Bibliography

— CLIFTON, Rita; Simons, John; et al. O Mundo da Marcas. Lisboa: Actual Editora, 2010.

— Kosak, Gisel; Wiedeman, Julius, Packaging Design Now! Köln: Tashen, 2008.

— Lupton, Ellen e Miller, Abbott, Design Writing Research: Writing on Graphic Design, London: Phaidon, 1996.

— Olins, Wally. A Marca. Lisboa: Verbo, 2005.

Learning and Teaching Methods

The curricular content of the curricular unit is divided into two main areas: packaging and branding.

In the first part, it is intended that the student acquire competences related to the design of solutions for three-dimensional supports. It begins with an exercise focused on technical issues and graphic composition. In the second exercise, the study is broader and in-depth in the problems of project applicability in the commercial context.

In the second part, the objective is to stimulate the professional specialization and the construction of own brands. Through different exercises, it is intended to encourage the student to develop business proposals in the context of the creative industries.

In this way, we seek to fulfill the objectives of this UC, namely in the preparation of students for packaging and branding, in scenarios close to the market reality.

Assessment Methods

Due to the theoretical and practical nature of the course, the student's evaluation provides not only a sustained course in the course of the exercises, but also his attendance and compliance with the proposed deadlines. The evaluation is punctuated by three moments of evaluation and by the result of the continuous evaluation (CA) described below.

The evaluation in this curricular unit results from the conjugation of the components:
(P1 x40%) + (P2x30%) + (P3x20%) + (ACx10%)

The student must personally deliver his / her project at the beginning of the class defined as the deadline for delivery,

being entitled to a tolerance of 15 minutes, after which it will have a penalty of 2 points in the overall grade of the work. No work delivered by other means or after the deadline will be accepted.

The teacher assumes that all the work delivered is the author of the student who signs it.

If it is found that some work was not done by the student who signs it, the student will receive 0 (zero) in the respective evaluation component.

In this curricular unit, the evaluation of learning during the 1st and 2nd semester exams is not applicable. The grade improvement in this curricular unit is carried out by a new frequency of the curricular unit, and the student must proceed as stipulated in point 3 and in point 4 of the RIAPA of the ESD. The improvement of grade is possible by frequency of 2/3 of classes taught with the accomplishment of three projects determined by the professor of the curricular unit at the beginning of the semester and duly agreed with the Discipline of Communication Design. Finalists and special status students have access to the special examination period that is taking place at the end of the school year, as provided for in the RIAPA.

ASSISTANCE AND PUNCTUALITY

Attendance and punctuality are determining factors for a good performance in the curricular unit and for the final evaluation:

- Assiduity: the student can not exceed the total of 1/3 of absences of the classes taught in the semester. If you exceed this limit number, the student will be automatically disapproved.

- Punctuality: maximum tolerance of 10 minutes and once exceeded will be considered lack of presence.